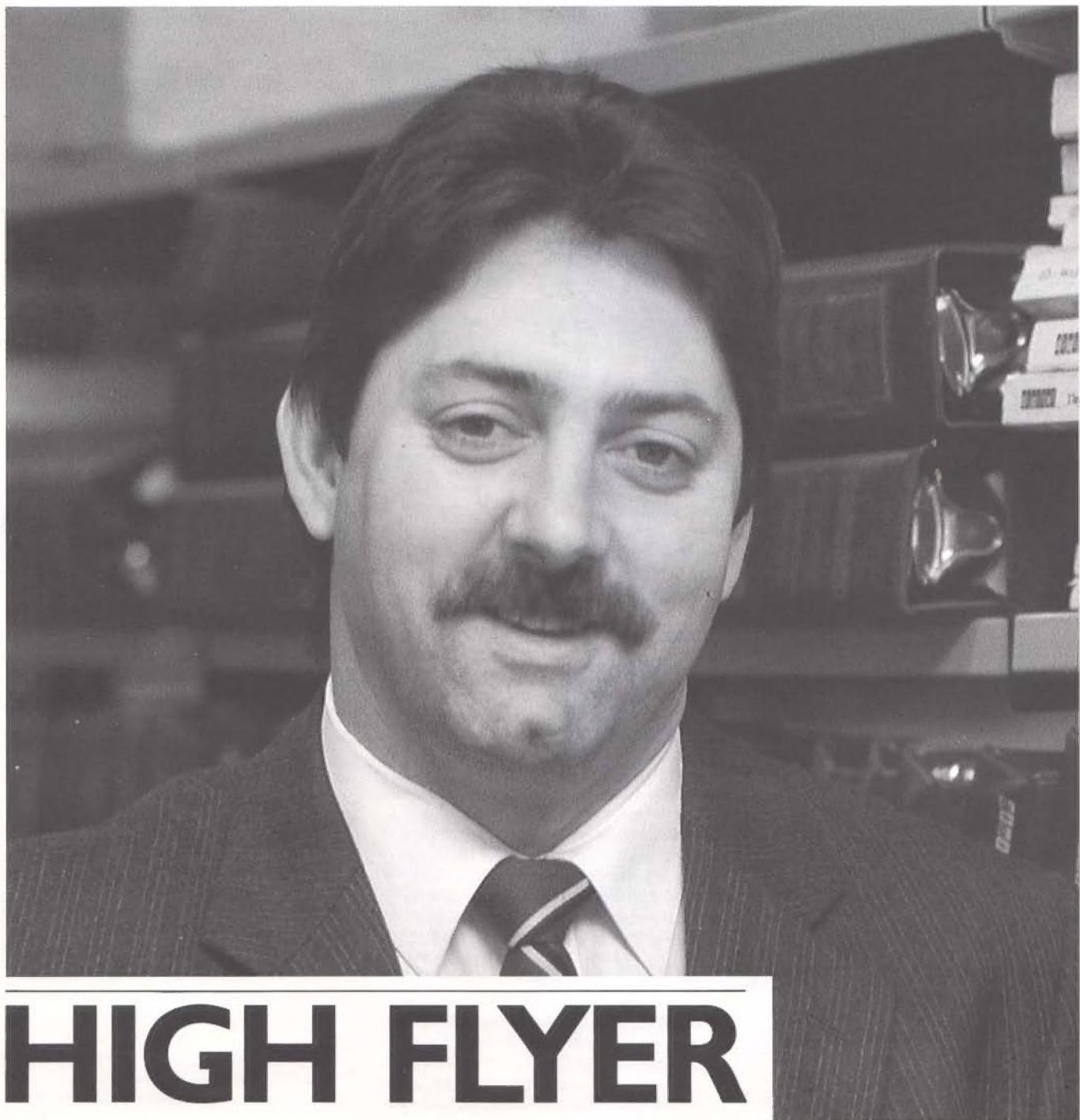


# DIGITAL TALK

Volume 2 Issue 17

August 1987



## HIGH FLYER OF THE YEAR



## SPR SALESFORCE ACCELERATES INTO FY88.

Master of Ceremonies and respected journalist, **Paul Griffiths**, welcomed attendees to the Tuesday morning of this year's Sales Conference after telling guests to return promptly from coffee break. As the house lights dimmed, everyone knew they were in for something special.

Paul, who played a key role in last year's Conference in Brisbane, then explained the "presence" of founder, President and Chief Executive Officer, **Ken Olsen** – on a giant video screen, beamed live from Maynard to Melbourne via satellite wizardry.

As he spoke directly with Subsidiary Manager **Frank Wroe**, VP for General

International Area (GIA) Sales and Marketing **Bruce Ryan**, and Regional Sales Manager **Rim Keris**, Ken became the star attraction of a Conference heavily laced with highlights.

The Conference, held at the Melbourne International Hilton from July 20 to July 22, had "a big mountain to climb" if it was going to impress veteran attendees who could remember the halcyon days of Sales Conferences in exotic locations like Cairns (1984) and Ayers Rock (1985). Let's not be sensitive – Melbourne in July isn't the same as Green Island in the tropics or Uluru steeped in sunshine and Dreamtime. But the video conference with Ken Olsen was the pinnacle of convention planning, and even long-timers were impressed.

For new employees attending their first-ever Sales Conference with Digital – and with fewer preconceptions – organisers were faced with an even greater need than simply to entertain and impress new Digits, and that was to inform and motivate them.

The Conference organising team once again excelled. Sales Support Manager **Axel Dougan**, Sales Development Manager **Geoff Slocombe**, along with Sales Development Secretary **Joanne Newlyn**, Rim Keris' Sales Secretary **Bridget Merchant**, and Secretary to the Regional Networks Group **Tina O'Loughlin** pulled enough surprises out of their collective bag of tricks to make this Conference the best ever. What's more, they did it with a pizzazz not unlike that of the other entertainers – a fortune teller, contortionist, and circus muscleman among them – whose appearances contributed to the Conference's success.

### Another "Crackerjack" Year

The pace of the meeting, dubbed succinctly with the theme "Accelerate in '88", was set in motion from the very moment the 380 guests checked into their rooms. A touch of elegance awaited them in the shape of a sleek black analogue wrist watch, and closer inspection revealed a delicate Digital logo.

With television journalist Paul Griffiths at the helm, the conference ran like clockwork for the next twenty-two hours. **Rim Keris** welcomed attendees and looked at how we "faced the challenge" of FY87, revealing a "crackerjack" year in which SPR achieved 106% of budget and a growth of 26%. Much of that success was due to 42 – yes, **four-two** – sales worth \$A1 million or more during the past 12 months! After a welcome like that, the frame of attendees' minds was never again in question.

Just to be certain, Rim added a touch of sentiment when he presented a special award to a very surprised **Frank Wroe**, for five years service as SPR's Subsidiary Manager.

### Emotional Atmosphere

The Conference gave attendees a healthy dose of everything needed to ensure a successful wrap-up to FY87 and the inspiration to "accelerate in '88." District

breakout sessions on the first evening, for example, provided the vital ingredient of team spirit. The four District teams nearly out-did one another, employing techniques as far ranging as white ties and tails and stand-in parking officers (NSW Commercial) to laugh-a-minute videos (Northern District).

Then, humour prevailed in the person of cricketing great and after-dinner speaker, **Max "Tangles" Walker**, who sealed friendships he'd made over the past two Conferences and cemented many more.

Add to this one of Australia's leading economists and consultants, **Dr. Neville Norman**. He gave guests a valuable and provocative insight to a subject most find dear to their hearts if just a trifle bewildering, Australian and New Zealand economic trends.

The emotional atmosphere of the Conference was stirred well by **John Smyrk**, a specialist on technology planning whose



"YOU HAVE MANY SALES in the palm of your hand," SWS' fortune teller says to Regional Sales Manager, Rim Keris.

client list has included corporations such as Amatil, Alcoa, Unilever, Transfield, the ABC and State Bank. Attendees heard what they wanted to hear – that Digital has "it" now ("it" being the products, momentum and strategies) – also John went further with constructive criticism about some of the many pressures that endanger our growth.

Key messages were also delivered by **Peter Lane** (National Accounts Manager), Axel Dougan, and SPR's own "K.O.", **Keith Osborne** (Regional Networks Manager), while a panel comprising **John Lamb** (Regional F&A Manager), **Kim Jenkins** (Regional Legal Counsel), **John Brown** (Regional FS Manager), **John Baker** (Regional Edu Services Manager) and **John de Bruijn** (outgoing Regional SWS Manager – see story this issue) addressed key questions facing many in the Salesforce.

## ABOUT THE COVER

### DIGITAL'S HIGH FLYER OF THE YEAR

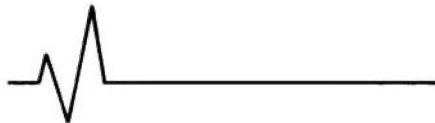
Cris Nicoll is having an exceptionally good year! In early July, he was promoted from the position of MEO Sales Representative to SUM for the Victorian Industrial Team. And to put the icing on the cake, later at the FY88 Sales Conference (see story this issue), Cris received perhaps the highest accolade around – the title of "Salesperson of the Year".

In 1981, Cris joined Digital in New Zealand as a Sales/SWS Financial Analyst. He was promoted through several positions during the following very successful three years and in August 1984, he moved across the Tasman to Melbourne as a Sales Associate after being accepted into the FSDP program, and by FY86, Cris had been promoted to Sales Representative II.

Having achieved DECI00 membership in the two years he was eligible, Cris has also earned entry in the 8600 and Million Dollar clubs in addition to receiving Pacesetter and Annual Service awards – proof galore of Cris' strong desire to meet and exceed challenges.

On behalf of everyone in Digital – wherever in the Company they work – congratulations to our Salesperson of the Year, Cris Nicoll!





Marketing was well presented yet again by Regional Marketing Manager, **Nick Ramensky**. He conveyed Digital's plans, cleverly outlining how we will continue to pick our markets, accounts, projects and – ultimately – our winners. To do this, Nick said, Digital needs to take the industry's best products and services, and sell and deliver them to the right industries through the best channels.

Nick's presentation may have lacked the special effects that have become his trademark, but the magic of his message was there, and crystallised in everyone's minds the progress of the past year and the great outlook our Sales team faces in FY88.

#### **"Your Business is My Business" – Bruce Ryan**

Despite the limits to which Digital goes to ensure good employee communications, GIA headquarters in Acton is still a long way from locations like Invercargill, Hobart and Perth, and the time comes for many when SPR's successes and problems seem to pale against the "big picture" of 110,400 employees in 27 other countries and a Corporate world that represents the other 97% of Digital's worldwide business.

VP for GIA Sales and Marketing, **Bruce Ryan**, took his opportunity with both hands to make the distance between GIA and local offices seem smaller than ever before. Indeed, there's no-one better to put SPR's place into perspective.

Bruce compared statistics – such as sizes of different countries' computer industries and Digital's market share in each Region – and fluently depicted SPR's space in the big picture. His positive forecasts of SPR and Corporate product trends and revenue growth left attendees convinced that he and his GIA support team have made it their business to help us win our business.

"The role of GIA is to support SPR as you close business," Bruce said. "We are organised to support your sales and marketing efforts, and are chartered to becoming the best support group in the industry (for) the best sales and marketing organisations in the industry. You are the best in the industry," Bruce exclaimed, "you've proven it before and you'll prove it again in FY88."

#### **Back to the Future**

To get ahead it helps to know where you're going, and Subsidiary Manager Frank Wroe and SPR's Management Committee (SPRMIC) have a vision: that the SPR organisation will be a \$1 billion business by 1991.

Frank overcame the blues that besiege any audience on the morning-after-the-2-nights-before to paint a lucid description of the organisation we will be in five years' time. As we as a one-dollar status, 1992 will see Digital recognised as the most customer-oriented organisation in SPR and an industry leader in progressive employer, and good



FS WAS ON A ROLL with this flip game, one of the most popular stalls in DECFair's sideshow alley.

corporate citizen.

Every worthwhile destination deserves a difficult journey, however. "We are on track," Frank said, "and to stay on track in FY88, we need to concentrate on government business, look after our accounts, and focus on larger projects. We need to get better at a lot of things," he added, "like working as one company."

#### **An Affair to Remember**

A fun afternoon spent developing team skills with games like basketball, table tennis and soccer at the Albert Park Stadium – all organised by Sales Development's **Bill Allingham** – was followed by a dinner with no ordinary fare, "DECFair".

Complete with town crier and sideshow stalls provided by a variety of Regional groups, visitors to DECFair were plied with Australian, Asian, American and European cuisine and given a perfect opportunity to mix business with pleasure.

At the Marketing Services stand, for example, visitors could find themselves on the front cover of *Digitalink*, having their photo taken with a *Digitalink* frame by a photographer in 1880s costume. The 'stars' were then handed a specially designed tray on which to balance their meal.

An artistic bent was supplied by a contortionist at Product Marketing's spot on sideshow alley. Leaving members of her

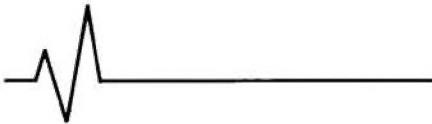
audience rubbing sore backs incurred by the simple act of watching her, she made group manager **Graeme Shorter**'s point about Product Marketing's ability to bend over backwards to help the Salesforce.

Elsewhere, Edu Services got into the mood with a juggler and balloons that attracted heaps of attention, while visitors enticed to the FS stand by the offer of a free liqueur played a 'flip-game', tossing tokens onto squares to win a prize.

SWS provided the services of a fortune teller, complete with crystal ball and giveaways of magic pens, and staff manning other stalls were not to be outdone. At Local Content's corner of DECFair Australian flags were distributed. DECUS' attraction featured a Rainbow personal computer with games to play and balloons with the DECUS logo to fly, and guests were queued up to play quoits at Credit's stall. A fire eater was the attraction at the CSS stand, supporting the hand-out cards reading, "If your customers' requests get too hot for you to swallow, then come to the CSS design team."

*Con't next page.*





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### CSS Top it Off with "Big Top" Supper

The crew at CSS once again showed their innovative impulses and provided the way to accelerate into the late hours of the evening. If dinner at a DECfair was a novel approach to cross-functional public relations, supper at a circus (DECCIRCUS) gave CSS all the attention they could handle.

In a Hilton hotel transformed into a big top, guests were supplied with coffee and port, and entertained to the utmost as they strolled through the sideshows, eating popcorn and ice cream, and having a great time.

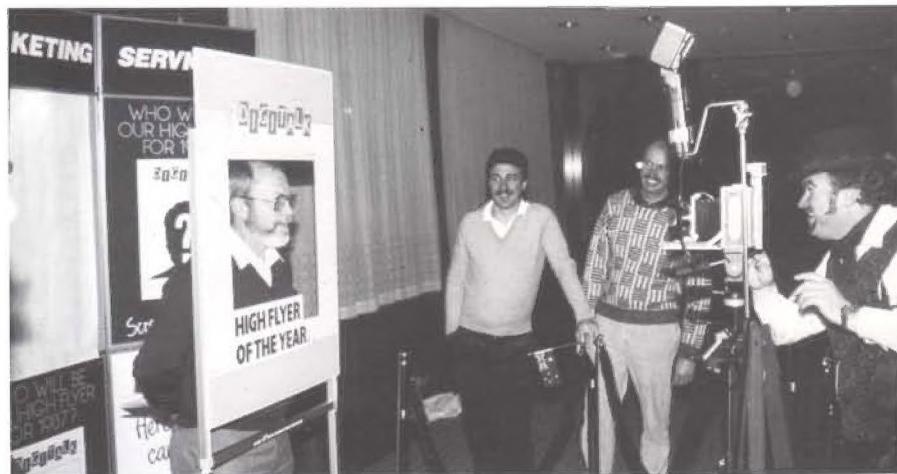
### So Far Away, Yet So Near

Not even activities like an inhouse fair and circus, however, could steal the Conference from the "visit" of Ken Olsen. As he answered questions collected from the Salesforce in the weeks previous (under the guise of "If you had a chance to ask a senior Corporate person a question, what would the question be?"), the crowd sat spellbound. Thirty minutes later, when the satellite link ended, the room erupted into cheers and, if you think that a touch too dramatic, we've printed here an extract from that all-too-brief time spent with the world's most successful entrepreneur.

The video conference, the messages received from all presenters during the Conference, and an atmosphere that was ideal for swapping war stories, renewing acquaintances and putting faces to names on organisational charts combined to make the FY88 Sales Conference three unforgettable days.

"I've been to a lot of conferences with other companies, but none as good as this one," said one new employee of three months. "I especially liked the way it was pitched, and that Ken Olsen segment was fascinating." A new Field Sales Development Program (FSDP) recruit – with a grand total of 5 days' experience at Digital and none at all with sales conferences – added, "I was really impressed with how professional it was."

What Melbourne weather may lack, the city itself makes up for. In its trams and its architecture, its food, fashions and multi-cultural heritage, the city exemplifies the aims of this year's Sales Conference – a united past and present heralding the way to the future. Organisers made the most and more of the event, setting yet even higher standards for themselves as we work and wait – no, accelerate – towards FY88's Sales Conference.



LEGAL EAGLE, KIM JENKINS, was one of over 200 attendees who vied for the front cover of *Digital* at Marketing Services' DECfair stand.



FLEXIBILITY WAS THE NAME of the game at Product Marketing's DECfair stand.

## WINNERS MAKE THE MOST OF CONFERENCE WEEKEND

With weather more suited to penguins than people, those Salespeople who had earned the title of "winners" in FY87 were being transported from the furthest reaches of SPR to a tropical fantasy – part of a Winners' Weekend that was held on the weekend preceding the Conference.

But even as winners and their partners were enroute to Melbourne, DEC100 award winner **Andrew Phippen** (SND Sales Representative) and his wife **Chris** were on their way to becoming 'media personalities'. Mr. and Mrs. Phippen were chosen as subjects for a video 'documentary' on the weekend and which was later shown at the Conference. From their early-morning packing to their arrival at the Hyatt Hotel to the accompaniment of a string quartet, the couples' triumphant day was captured on video tape.

For the video's director, performances of award recipients at the Winners' Weekend's presentations could not have been bettered.

And no-one was acting – the cameras captured the natural excitement and pride of not only Andrew and Chris, but all the winners and their partners. It was a fervour that continued through the evening's cocktail party and awards dinner – "A Night at Coconut Grove".

Done out in black and silver, the Hyatt's ballroom had been turned into a 1940s-style New York night club atmosphere complete with palm trees, cigarette girls, waiters with slicked-back hair and pencil-thin moustaches, and 'Pardon Me Boys', the musical group famous for their 'Chattanooga Choo Choo' sound. A tap-dancing 'Fred and Ginger' team, and the brassy sound of the Australian Show Band kept our high-flyers thoroughly entertained into the wee hours of a well-earned – and truly spectacular – celebration, all of it filmed to capture Sales history in the making and to provide a taste of what's to come for DEC100 winners in FY88.





DIGITS ENJOY TARGET PRACTICE – and we hear some duck actually fell down!



WHO EVER HEARD of a circus without ice cream?

## FY87'S HIGH FLYERS

### Salesperson of the Year

Cris Nicollie

### DEC100 Award Winners

Eric Amos, Anu Asar, Steve Avery, Richard Baecher, Peter Bartlett, Tim Brewin, Don Casey, Tony Combes, Ken Cooper, Nick Cresswell, Albert Cuschieri, Carolyn Dakers, Marge Dale, John Davidson, John Derrett, Paul Dryburgh, Mick Duncan, Robin Elvery, David Epstein, Roger Evans, Michael Glynn, Cheryl Gray, Geordie Haig, John Hamand, David Harris, Tim Hede, Kelson Holmes, Peter Holmes, Andrew Johnson, Martin Kenny, Karyl Kidd, Peter King, Mark Kingaby, Ron Kleingeld, Paul La Franche, Keith Lamb, Mara Lidums, Chris McCubbin, John McCullough, Don McFayden, Forest McGregor, Hamish Macfie, Ian Mitchell, Victor Nah, Rod Nankivell, Cris Nicollie, Ian Norris, Bill O'Connor, Sharon Osten, Mike Ottoy, Lionel Pearce, John Peterman, Andrew Phippen, Wayne Plant, Ian Ramsay, Peter Rice, Paul Riley, Carol Robertson, Alan Scott, Peter Scott, Mel Smales, Robert Spencer, Alan Turner, Greg Turner, Jim

Wade, Richard Ware, Simon Weber, Brenda Williams, Steven Williamson, Graham Wilkinson, Victor Wilson, Bill Woolridge, Laurie Wong, Lawrie Wright and Joseph Zangara.

### TopDEC Winners

Roy Archibald, Mike Edmiston, Greg Harrison, Phil Heenan, Russell Holmes, Brent Hussey, Gunther Jank, Lynden Lane, Fred McIntire, Ralph Stadus and Geoff West.

### Rookie of the Year

Tony Debenham

### Baton Winners

Tony Baynes and Peter Lane

### DECathlon Winners

Roy Archibald, Tony Baynes, Ken Cooper, Paul Dryburgh, Mick Duncan, Chris Harker, David Harris, Phil Heenan, Andrew Johnson, Martin Kenny, Hamish Macfie, Don McFayden, Ian Mitchell, Cris Nicollie, Ian Norris, Wayne Plant, Ian Ramsay, Peter Rice, Paul Riley, Carol Robertson, Alan Scott, Bob Spencer, Graham Wilkinson and Joseph Zangara.

## SWS FOLLOW UP SALES CONFERENCE WITH QUEENSLIFF MEETING

A kick-off for FY88 – the SWS Managers and Consultants Meeting – was included as an add-on event for many attendees to the FY88 Sales Conference.

Held at the Vue-Grand Private Hotel in Queenscliff, one and a half hours from Melbourne and on the other side of Geelong, Victoria from July 22 to July 24, the meeting provided an opportunity to farewell **John de Bruijn** and to welcome **Rustom Kanga** as the new Regional SWS Manager.

Conferences, workshops, seminars and a games afternoon for building team skills were all features of the Meeting, and for this latter event attendees were asked to bring their swimming costumes – a request which rained disbelief on the head of SWS Secretary **Jan Chin**. After all, Victoria is not renowned for its sunny weather in the middle of an Australian winter! Nevertheless, Jan persuaded attendees to do as they were asked, or suffer the consequences of having to bare all to their workmates!

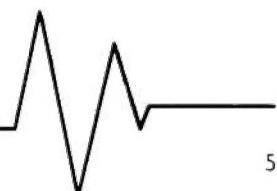
### Frank Upstaged by a Gorilla

The swimming costumes turned out to be needed for the 'pool event' where teams of attendees had to dive to the bottom of the freezing cold water, retrieve from the bottom of the pool instructions to blow up a monstrous 'crocodile', and then swim with it across the pool.

On the Thursday evening, the hitherto unknown talents of attendees came to the fore when the hired piano player finished at 7:30 pm. **Barry Timms**, WEO SWS Specialist, took over and from all accounts played like a regular Billy Joel! The Rag-time songs induced the rest of the gang to voice their pleasure by singing along, and while some had excellent voices, others – one in particular – did not. **Chris Halliday**, SND SWS Manager, won the imaginary prize for being 'most out of key' and was dubbed "Angel Voice", a nickname he will not lose quickly.

While Subsidiary Manager **Frank Wroe**'s farewell speech to John de Bruijn was moving, he was undoubtedly upstaged by the arrival of a "Gorillagram" for John, outlining his losses on moving back to Canada.

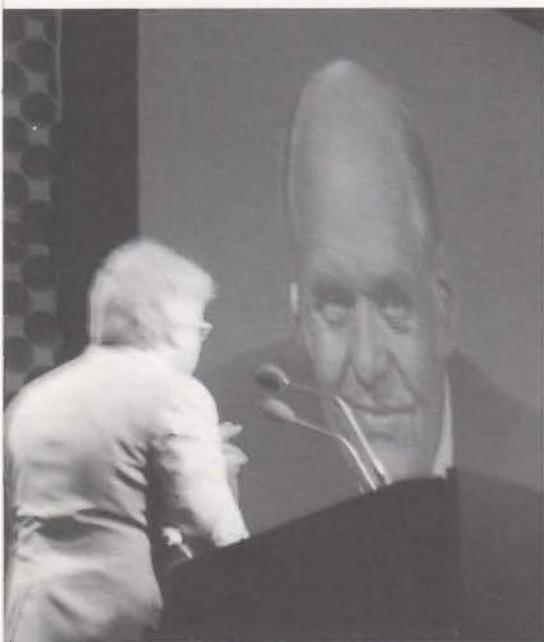
Feedback from the Meeting has been tremendous, says SWS. All attendees felt part of a strong team, and enjoyed the opportunity to get together with other managers, catch up and discuss the future.





## A VISIT WITH KEN OLSEN

The time spent hearing the insights of President of Digital Equipment Corporation, Ken Olsen, into the world of Digital and the role we all play in SPR may have only lasted a few minutes at the FY88 Sales Conference, but we hope they'll last forever by reprinting an extract of his Conference presentation here. Enjoy!



### On Digital's "Window of Opportunity"

"The window of opportunity will stay open as long as we can do things no one else can do. The implication is that the window closes when they catch up with us. So we will try hard to keep the window open and that's what we tell our product development people.

"We tell our sales people grab it now because if we do not seize the customers now, we may not have the window available to us later on. While we are driving hard to keep it open, drive hard to grab hold of the customers and make them ours. Keep them happy and satisfied, and tell yourselves it will not be open very long.

"Meanwhile, we will try to keep it open."



*THE SILVER SCREEN* came alive with a video conference featuring President, Ken Olsen. Compered by television personality Paul Griffiths, the industry legend answered questions posed on behalf of attendees and asked by (above) Frank Wroe, Bruce Ryan and Rim Keris.

## REGIONAL HEADQUARTERS TO MAKE COLOSSAL MOVE TO RHODES!

Last month, Subsidiary Manager Frank Wroe, made the exciting announcement that a site has been selected for a new Regional Headquarters in the Sydney suburb of Rhodes and the Municipality of Concord.

Though no plans are finalised as yet, the first stage of the proposed move is planned for the latter half of 1989, involving all staff in the three Chatswood locations (SNO, SND and SNH) excluding customer training. The second stage will include Lane Cove (SNL) staff.

Regional Personnel Manager, Kevin Wallace, is setting up a Move Planning Committee to handle any concerns people might have about the move. Through this committee, on-going feedback will be received.

The selected site is fifteen acres, on

Concord Road, between Alfred and Mary Streets, Rhodes, offering the space we need to allow for our rapid growth, and provide facilities not possible at our existing locations.

### Easy Access

Project Manager for the proposed development, Regional Facilities Manager, Vince Hughes, is excited by the choice of location.

"It is a tremendous site, particularly in terms of its easy access by all forms of transport from most areas of Sydney," says Vince.

"The intended development is close to the Rhodes Railway Station, and is on the eastern side of the main northern railway line. It has a large frontage on to Concord Road, which is currently being joined to the six lane ring road -Route 33 - extending from Mona Vale via Pymble, Ryde, Strathfield and Hurstville to the Prince's Highway at Blakehurst."

"And the waterfront location in itself offers a great deal. We are looking at building a modern, low-rise complex in an 'office park' situation. It will incorporate landscaped surroundings with open areas to the foreshores of Bray's Bay, plenty of parking, and a cafeteria."

### On Transaction Processing

"The goal of our company was at one time to make small computers which were very fast and interactive. This evolved later to make time-sharing computers, which got to be quite large with networks that eventually became quite sophisticated. Then we expanded out to do networks that tied computers together in a very effective way with Ethernet and wide area networks. Then our goals got to be much broader in making very large computers.

"With that comes the need to do transaction processing, and so with the large computers we are making and planning to make we are naturally in that business. Transactional processing means tying a large number of terminals together, and we have had enormous pressure from (IBM's) customers to do transactional processing - they like our way of tying large numbers of terminals; elegant, simple, expandable, easy to service, and easy to use.

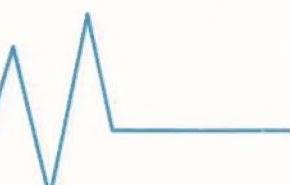
"It's a major change for us - we sell quite a few systems that (can handle) transactional processing largely because we do the networking easier, but the high-performance transactional processing we are working hard on will take us a little while. As we get new, bigger, faster machines, and as we get more experienced with this, we will become a major factor in that area. It's something you do not get overnight and it has to be done thoroughly, perfectly and, above all, very reliably. It's a major commitment of the corporation."

Regional F&A Manager, John Lamb will be responsible to the SPRMC for overall planning and implementation of the project. Working with Vince Hughes on the successful completion of the new Regional Headquarters will be Chris Hood, an inhouse architect from Digital in the U.S. Chris will be here on assignment from Chicago for the next three years.

"For a major development like this to be successful," says Vince, "it is essential that all parts of the company which will be affected are involved throughout the project. As well as representatives from all the functions, and the employee committee being set up by Kevin Wallace, areas such as Law, Treasury, F&A and Marketing services will have direct responsibilities - as will the more obvious areas such as DECsite, Telecommunications and Security."

In its excellent location, with space for all the facilities of a 'hi-tech office park', the selection of a site for our new Regional Headquarters is exciting news for all involved. And just as exciting is the knowledge that the tremendous growth of our company necessitates the move.

Stay tuned to *Digitalk* for information about the progress of the proposed development.





### On competing with IBM

"IBM is several companies and they do business in several ways. We have to learn to compete in different markets in different ways.

"The main message is we may have to change how we do business in some ways. Above all, we have to do every job thoroughly, perfectly and with no failures whatsoever. Being the smaller company we are not allowed to make any mistakes or do a poor job."

### On "Japan Incorporated" and the Role SPR can Play

"We have a large head start in our way of doing business over the Japanese and, so far, they have not been a serious challenge. Our main competitor is IBM, then we have to watch the Japanese. The Japanese have not seen our type of computer, not noticed it – they have followed IBM. But they are noticing us now.

"Australia and New Zealand are a lot closer to Japan and the Japanese try things in Australia, so you can play a key part."

### On When He will Visit SPR

"Australia and New Zealand are so far away it takes a big chunk of time to get there, and it's always been difficult to cut away two weeks. Last Spring was the first time I had been to Asia since World War II, and now that I did it once, I'll try hard to do it again and come down to see you. I'll see if you have accelerated in '88!"

## CORPORATION ANNOUNCES FOURTH QUARTER AND YEAR-END RESULTS

While emotions were running high at the FY88 Sales Conference in Melbourne, wires throughout Digital's world were buzzing with news of higher sales and sharply increased earnings for the Corporation's fourth quarter of FY87, which ended June 27, 1987.

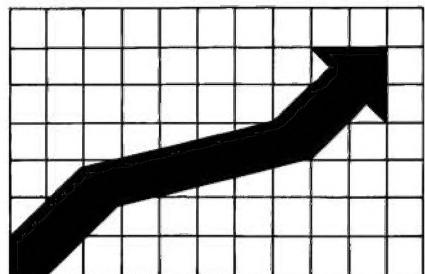
For the quarter, the corporation reported total operating revenues of \$US2.669 billion, up 23% from the same quarter last year. Net income for the quarter rose to \$US377 million – up 58% – and quarterly earnings per share were \$US2.85 versus \$US1.81 last year.

Plus, for the full fiscal year of 1987, Digital's total operating revenues rose 24% to \$US9.389 billion – compared with last year's total of \$US7.59 billion. Net income reached \$US1.137 billion, up 84% from last year, and earnings per share for the year were \$US8.53, compared with \$US4.81 a year ago.

### Progress Reflected in Performance

"We're very pleased to announce this latest increase in sales and earnings," said **Ken Olsen**, president. "The financial results are evidence of an increasing acceptance of our elegantly simple way of tying together parts of an organisation with a computer network.

"For the past 12 years we have invested



hundreds of millions of dollars in just one computer architecture and one approach to networking. An enormous amount of discipline, coupled with this large dollar investment, now makes it possible for every person or piece of equipment, be it in an office, factory or laboratory, to work together as a team. Budgets, correspondence, pictures, documents and graphics can then be exchanged instantly between any of the parts of an organisation. This can often be done automatically with very little effort on the users' part.

"We expect the demand for this type of capability continuing to grow as organisations see the productivity enhancements and efficiency of quality networks.

"Our low-end computer systems are becoming more powerful and less expensive for both business and individual use," Ken added. "Demand for these systems has been strong. At the same time, demand for our larger computer systems has also been strong, as customers connect computing resources throughout their organisations."

In FY87, our employee population grew from 94,700 to 110,400 – an increase of nearly 16,000 people in only 12 months.

## HOW TO MAKE FRIENDS AND INFLUENCE PEOPLE

Luncheons for the Senior Executive Service in Canberra, a key element of the Influencers Program in the government marketing strategy, have been held over the last ten months.

Organised by **Ben Dunn**, Government Marketing Manager, the luncheons have brought together Senior Public Administrators of all disciplines and acquainted them with Digital and its operations.

Invitations to the luncheons, which have been held at two-monthly intervals, have been given to selected senior officials. To date only three luncheons have been held and already invitations are keenly sought after. It seems the word is out – in the world of senior public administrators, anyone who's anyone receives an invitation!



**FORMER REGIONAL INDUSTRY MARKETING Manager and now Regional SWS Manager, Rustom Kanga.**

Former Industry Marketing Manager, **Rustom Kanga**, was the speaker at the June luncheon in Canberra. His presentation, "Helping Australian Software Houses to Succeed", discussed the reasons why Australian software houses prosper and fail, the type of help they need to be successful, and the different relationships that Digital has evolved with various companies.

Rustom's speech was extremely well received, instilling in the audience a very comfortable feeling that Digital is really trying to do the right thing for Australian software houses. He was asked for a return presentation and invited to offer presentations to individual departments as soon as possible.

Previous guest speakers have been **Keith Osborne**, Regional Network Marketing Manager, discussing Networks, and **Max Burnet**, Corporate Relations Manager, who talked about Digital – the good corporate citizen.



## THE 'GOODNESS' OF MAX BURNET

If computer technology ever gains its much-needed human face, few people at Digital will be surprised to see the features of **Max Burnet** staring out at them.

Max Burnet, today, is our 'corporate conscience', a roving Corporate Relations Manager, with a broad charter to examine such issues as offsets policy, local content and government relations; and an even broader personal interest in staff welfare, computing history and the relationship between Digital Equipment Corporation and users of its equipment.

After twenty years with a Company he joined as the sixth employee and subsequently led as Subsidiary Manager, his personal excitement at the potential of our computing technology is still very much in evidence – as is his concern that computer technology be applied to socially useful ends.

Computing to Max has been a passion, a vocation, and a continuing adventure. His time with Digital, it is apparent, has been likewise.

Surrounded by his books and memorabilia in his SNO office, Max ruminates on his twenty-year computing odyssey, and that elusive quality, "goodness". For Max, much about his work, his career and our Company has been "goodness".

### A 'Religious Experience'

After an initial start in Physics, a degree in Electronic Engineering led to work at the Weapons Research Establishment in Adelaide; in those days, a centre for Woomera projects, and Navy work. "We built walls of equipment – great stuff," says Max.

But in 1967, the arrival of an early PDP-8 computer handbook was a 'religious experience' that was to change his life.

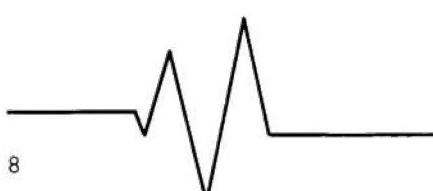
"I rushed in and told my manager to cancel a \$1 million project and buy a PDP-8 computer to replace our roomful of equipment," Max remembers. "He wouldn't be in it. Two weeks later, I saw an advertisement for someone to open Digital's Melbourne office (MEO), and in a fit of pique, I resigned to take the job."

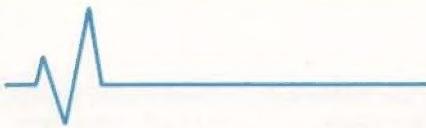
It was, he says, a purely emotional decision which he has never had cause to regret.

Four years in Melbourne, a year in Boston selling successfully to university and "think tank" accounts, and four years in Adelaide brought Max to the job of National Sales Manager in Sydney.



SUBSIDIARY MANAGER, Frank Wroe, joined in the festivities to mark the twentieth anniversary of Corporate Relations Manager, Max Burnet, with the Company.





"I had been in the job one week when the current General Manager decided to return to the U.S. to seek a different education for his handicapped child," Max remembers. "I went from one-man sales band to Subsidiary Manager overnight."

Despite a self-confessed lack of training for the new position and responsibilities, Max survived seven years, guiding SPR through growth rates of 30% per annum. In the years from 1975 to 1982, Digital in Australia went from 200 people to 700 people and a turnover of more than \$A70 million.

Max sees the role of Subsidiary Manager as a difficult one.

"You tend to wear all the sins of the Subsidiary," he says. "Particularly in the early years, you were required to perform many Corporate functions yourself."

"It was similar to running a small business, but with a turnover of \$A70 million."

### Digital's Grand Old Man

Max handed over the reins to **Frank Wroe** in 1982. He considered resigning for one day, before deciding the "grand old man role" suited him better.

"I couldn't leave to join another computer company. I wouldn't join a smaller company, and IBM holds no attraction for me. I decided to stay on."

"Through the crises, the growth, and the changes, what keeps me going is the continual procession of good sellable product, the atmosphere – fairly laid-back, yet progressive – and the technology with which we have traditionally been leaders. And the people are excellent."

Max is aware that he has a reputation as a bit of a "wild duck"; a character and a gadget-man, a Dick Smith of Digital (with whom he has a striking physical resemblance).

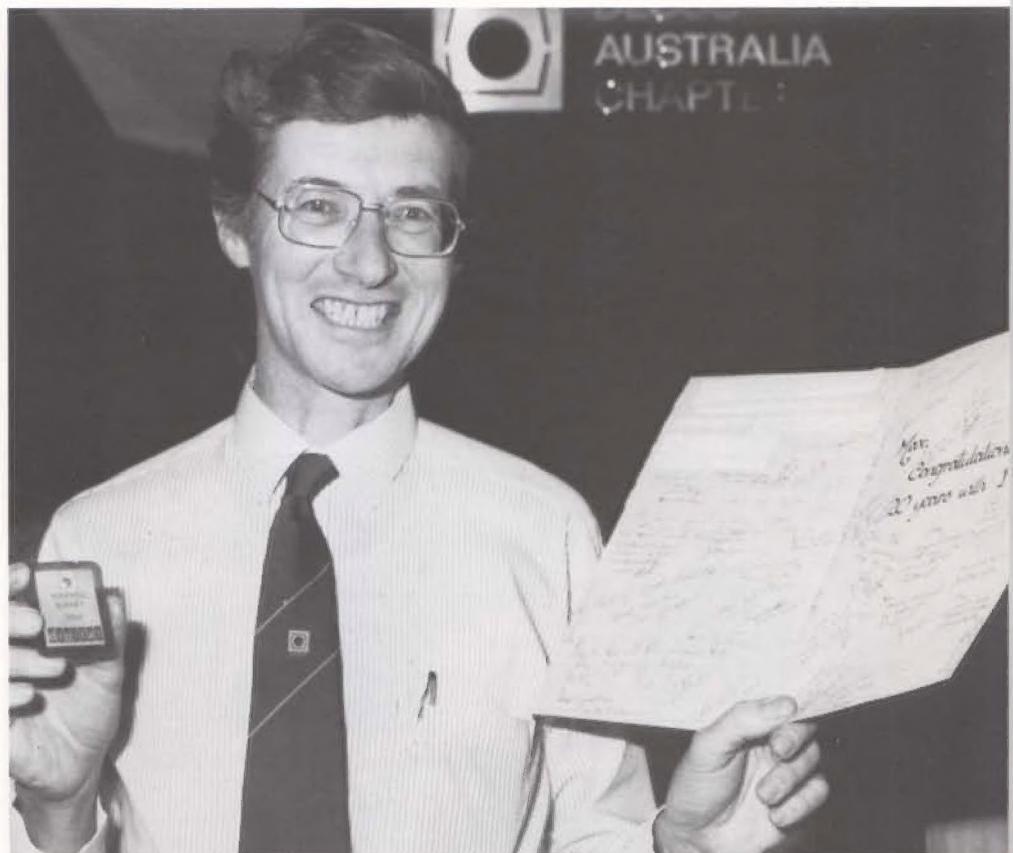
Certainly it takes a particular personality type to remain at the Company he used to head, in an admittedly important but less senior position. He has taken on the role of a sort of database for Digital, a mine of information, history and considered opinion.

"My current role offers a great deal of scope. I still work twelve hours a day, but do not carry the burden of Subsidiary sins."

Max believes that Digital's matrix management style is important in maintaining the culture and atmosphere. If there are problems, Max is still available to act as a sounding board for any troubled Digit.

"As my role is non-management, I think people feel they can bounce ideas off me unconstrained by the 'protocol' of the 12th floor," he says. "I rather enjoy that aspect of my role."

Max also plays a large role in the affairs of DECUS (Digital Equipment Computer Users Society), the Digital-encouraged user group that is the largest such organisation in the world. He sits on the DECUS board, and is a regular speaker at user group meetings.



A PROUD MAX BURNET, Corporate Relations Manager, displays his badge and congratulatory card at the celebrations held on June 26.

Max is also the keeper of the DECUS Museum, a collection of our machines and artefacts which he hoards with a father's pride and possessiveness.

His office door opens on an original PDP-8 computer, still in working order. Memory boards stand on cupboards; a Micro-VAX-on-a-chip acts as a somewhat bulky tie clip. VAX-generated graphics of physical equations are framed on the wall, the "beautiful" fractals pioneered by IBM's **Mandelbrot**.

"I currently have most items in a warehouse at Mascot," he says. "They took up too much room in Chatswood Tower."

### Highly Automated, Highly Motivated

Max's personal interests tend to revolve around the world of computers.

"I must confess, I have little time for personal computers," says Max, "although my 14-year old son thinks that computing began with Apple. I always say that real men use VAX systems."

"I give a lot of lectures to interested parties – the Computer Society, DECUS, professional groups. And I recently became involved in the rotary lecture circuit. It's a hobby," Max notes with a slight smile in his eyes, "and a good way to get a feed on Tuesday nights!"

Two non-computer related hobbies survive – a collection of Hornby "O" gauge trains from around the world, and running.

Max says he was running long before it became trendy – he doesn't own a pair of Reebok running shoes.

When asked what the next twenty years hold for him, Max looks pensive. Twenty years, he muses, will take him to retirement age.

"I suspect that computing is a young man's game, and Digital is certainly a young Company," he says. "The thought of a group of old fogeys like me doddering towards the lift, with no one running up the stairs, scares the hell out of me."

Max entertains the thought of taking a franchise on a computer shop in North Queensland, and keeping in touch with technology while lying on a golden beach. He jokes about marketing computer jewellery – chips on earrings – to yuppies.

It is easy to suspect that he will never actually retire.

Max believes there are other, younger members of the Company who will fill roles similar to his in the future. More "wild ducks", gadget-men and women who will share his concern for the human side of technology, for retaining a wry, humorous and balanced perspective in the world of high-technology.

That, as Max Burnet might say, is "goodness".





## FAREWELL TO JOHN DE BRUIJN

This month we say goodbye to Regional SWS Manager, **John de Bruijn**, and the Canadian Region says hello to its new Manager of Education Services. It may seem an incongruous move, but for John it is a return to his grass roots – in more ways than one.

Though born in Holland, John was raised and educated in Canada. There he geared up for life as an academic with a Bachelor of Science in Physics and Maths, and a Master of Science in Computing Science. With one course left to attain his teaching certificate, John enrolled in 'Computers in Education'. It turned out to represent more than a final few credit points.

John became "hooked" on the equipment from Digital used in that course. After completing his certificate, he embarked on a journey into Software and SWS that was to take him far from his original dreams of teaching. Now, a decade later, the wheel of fate has turned its full circle as John goes back to Canada and back to computers in education.

### A Man of Principles

Against the backdrop of ever-advancing technology and new business structures, John believes that in any business, the age-old principles remain the true foundations of success – loyalty, respect for colleagues and above all, honesty.

This belief was cemented early in his career, by a chance meeting with founder and President of Digital, **Ken Olsen**.

"It was only three days after I joined the Company in Winnipeg, Canada, as a Senior SW Specialist," tells John. "I already admired Digital's products, and after meeting Ken, I admired the attitudes that founded the Company. He lives and works by his Christian principles, a value system I also strive to achieve. My loyalty to Digital stems back to that meeting."

In 1980, John was asked to come to Australia on a three-year assignment as Regional SW Operations Manager. Three years became seven as he went on to become ND SWS Manager, SW Advisory Support Manager and, in 1985, Regional SWS Manager. Humbly, John credits his achievements in this, his last position with SPR, to the SWS team who have supported him.

"I've always said that my job is to make my boss successful and that the people who work for me should make me successful. The SWS team has been fully committed to the success of Digital generally and SWS in particular. As a result, I tend to get more



credit than I deserve for the success of the group.

"For instance, my assistant, **Jan Chin**, has contributed a tremendous amount to the image and effectiveness of SWS. She is very dedicated and efficient and I credit her with

**"I already admired Digital's products, and after meeting Ken, I admired the attitudes that founded the Company. My loyalty to Digital stems back to that meeting."**

making me look more organised and responsive than I am. Others in our organisation have made similar important contributions. We've worked as a team and we've succeeded as a team. We've learned and grown together and have become friends. It is very, very difficult and sad to leave friends."

By the testimony of those friends, it is that same essence of humility in John's attitude to his achievements, that laid the foundations for a strong team spirit in SWS.

"John has always respected and valued our opinions as equally valid to his," explains Regional SWS Operation Manager, **Jon Foo**. "The success of SWS is measured on profitability and revenue, and that means our overall goal is customer satisfaction. As long as the staff were supporting that goal, John would never interfere.

"He is very personal, very caring and very relaxed. It has been a great pleasure to work with him."

Amongst the results John has worked for in SWS, has been to elevate the image of the group within SPR. Former SWS Business Manager, and now the successor to John's post on the SPRMC and head of our Regional SWS team, **Rustom Kanga**, says, "John has provided stability to the Organisation. If SWS had a problem a few years ago, it was that we were perceived to go off and do our own thing. John has been able to bring us back into the fold. He is a very positive man and has instilled an emphasis on professionalism, reliability and commitment."

### A Family Reunion

Though looking forward to a new opportunity and new challenges ahead, and the excitement of a reunion with grandparents, aunts and uncles in Canada, John remarks, "It's not only hard to say goodbye to my many friends in SPR, it is also hard to leave this beautiful country with its sunny beaches."

The family – **Stephanie**, and children **Heather** (14), **Colin** (12) and **Bonnie** (8) – have made the most of our climate, taking every opportunity to play tennis, ride the surf and go bushwalking in national parks across the country they have come to love.

As Regional SWS Manager, and as a member of the SPRMC, John de Bruijn has graced us with his warmth, his honesty and his gentle determination. Though he takes those attributes with him, the ghost of his presence in SPR remains.





## DIGITAL ENTERS A SUPER AGREEMENT

As the leading manufacturer of networked computer systems, Digital in the U.S. has recently entered an agreement with Cray Research, Inc., the leading producer of supercomputers, to co-operatively market and develop computer products for customers who need both supercomputing and interactive computing capabilities.

The products will be used by scientists and engineers involved in molecular modelling, finite element analysis, computational fluid dynamics, complex seismic and geological modelling and VLSI (Very Large Scale Integration) circuit design. The products will also have commercial application in such areas as econometric and financial modelling.

The first major product emanating from the agreement has already been developed - the VAX Supercomputer Gateway. It increases multi-stream movement of data between our VAX systems and Cray systems by up to five times faster than existing connections.

According to **Graeme Shorter**, Regional Product Marketing Manager, the high data throughput of the VAX Supercomputer Gateway is designed to help engineers and scientists to be more productive and help shorten the product development cycles.

Graeme added that network connections now make it possible for our newest VAX computer systems, the VAXstation 2000 system and MicroVAX 2000 system, to work with Cray supercomputers as computational resources.



**REGIONAL PRODUCT MARKETING Manager, Graeme Shorter** - "A complete range of computing needs from the desktop to the supercomputer."



*THE VAX SUPERCOMPUTER GATEWAY - the first major product developed under the agreement.*

### A Gateway to a Complete Range of Computing Needs

The new gateway is a high-performance interface to Cray Research Inc.'s CRAY-1\*, CRAY X-MP\* and CRAY-2\* systems. It is designed to link the Cray into our VAXcluster Systems. The gateway can be located a maximum of 15 metres from the Cray system and can be used with any of the VAX systems or VAXstation workstations operating under our VAX/VMS operating system linked through a DECnet network.

The gateway supports Cray's Station software for access to VAX/VMS systems, which enables users of the VAX systems to submit jobs to the supercomputer and automatically retrieve jobs.

It stages the input and output data sets and jobs, stores and manages the large amounts of data produced by the supercomputer and performs data conversion. Additionally, the gateway handles network communication to and from the supercomputer and offloads "housekeeping" chores from it.

The VAX Supercomputer Gateway includes a VAX system processor,

expandable memory, interfaces to our VAXcluster systems and networks via DECnet computer software and a special high-performance interface to the Cray.

While there are currently no plans to release the VAX Supercomputer Gateway in SPR, under the terms of the agreement, both companies in the U.S. will be participating in co-operative sales calls, technical demonstrations and sales support activities involving their respective hardware and software products.

We will sell the Supercomputer Gateway, VAX/VMS system software and related network products. Cray Research will sell the Cray Station software, supercomputer and related products. Each company will service their respective systems.

"Our alliance with Cray," says Graeme, "reinforces our commitment to provide our customers a complete range of computing needs from the desktop to the supercomputer via a single operating system - VMS."





## SUCCESS IN THE WEST

A hearty pat on the back goes to WPO Sales Representative, **Peter Rice**, for his win of a large contract from Worsley Alumina.

The contract is for the supply of ALL-IN-1 office information software, eight DECmate computers, terminals and consulting worth \$A250,000.

The significance of the deal is the fact that Worsley are removing their entire Wang installation consisting of one VS and several office information systems worth \$A750,000 when originally purchased.

Key to the deal was the operator level support provided by **Jayne McKnight**, WPO Secretary, a customer support plan by **Dick Rydberg**, WPO Principal SWS Specialist, and the efforts of **Craig Prosser**, WPO Principal SWS Specialist who manages the Sales Support team.

Congratulations to Peter Rice and all who worked hard for this win.

• • •

Edu Marketing Specialist, **Chris Rolinson**, is getting more than the usual congratulatory comments since announcing her engagement to **John Boyden**. John is a group management executive with AGC, and has already managed some high finances as a prelude to their marital bliss. Chris is sporting an engagement ring dubbed "The Rock" by her Edu workmates, who are now wondering if John has set a precedent for a lifestyle to which Chris would happily become accustomed!

Still, Chris doesn't care if this is the last "Rock" she gets – her memories of the proposal are enough to keep her laughing for a life-time. In a modern-day setting for an age-old question, the couple were out to dinner with a group of friends, including Chris' previous boyfriend. Chris was surprised, to say the least, when John leaned across the table and whispered his proposal of marriage. Chris said "yes" and the rest of the night was spent in uproarious celebrations, joined by everyone in the restaurant!

Like the proposal, there will be nothing old-fashioned about the wedding. The bride and groom are planning to be married in a hot air balloon, setting down to a champagne breakfast reception. Congratulations to a very unusual couple!

• • •

Celebrating the birth of their first child, a boy, are Hamilton (HMO) FS Engineer, **Dave Shuker** and his wife, **Marisa**. They have named the cherished cherub David Antony. Congratulations to all!



• • •

Auckland (NZO) FS Senior Engineer, **Howard Jones** and his wife **Wendy** are thrilled with the birth of their baby girl, **Chloe**, a much-wanted sister for **Christopher** and **Nicholas**. Little Chloe was not so little, weighing in at 4.3 kilograms, and made her entrance to the world at the international baby-time of 3 a.m.! Congratulations to the Jones family.

• • •

The inaugural reunion of Digits from the Australian Navy was held one recent Friday night, and we hear it was a bit of a hoot! Ex-Navy Digits from all over the country were invited to attend the somewhat less-than-formal proceedings, and with eleven men on board, the meeting got underway.

The first port of call was the Charles Hotel in Chatswood (located conveniently across the road from Region HQ). With the frivolity out of the way, it was full steam ahead to the serious business of inspecting old naval haunts, touring such strategic bases as the Woolloomooloo Bay Hotel, or Rockers, as it is affectionately known in the Navy.

The evening meal was taken, of course, at Sydney's most sophisticated restaurant, Harry's Cafe-de-Wheels, known as much for its ambiance as for its delicate, nouvelle cuisine sauces.

With numbers dwindling, exhausted by the effort of the important business at hand, the group then floated on to peruse the scenery of Kings Cross, stopping in for a night cap, before calling the meeting to a close.

By all accounts, it was a most successful reunion and more such similar evenings are now in the planning. **Clive Manson**, SNO Project Manager and a founding member of the group, suggests, however, that a more formal dress code will be appropriate in future. The group apparently felt ill-at-ease when dining at the infamous Harry's without their cummerbunds.

Involved in this inaugural and auspicious occasion were: **John Bolton**, SND FS Manager; **Lee Cameron**, Small Systems Marketing Manager; **Howard Dixon**, SNO District Facilities Manager; **Pete Dower**, Regional FS Marketing Manager; **Ben Dunn**, Government Marketing Manager, who travelled from Canberra to attend; **Collin Mason**, SNO Associate Instructor; **Laurie McConaghey**, NLO FS Manager, who travelled from Newcastle to attend; **Alan Ryan**, SNS FS Engineer; **Shelly Speer**, SNH FS Account Specialist; and **Alex Williams**, SNA Principal Manufacturing Engineer.

• • •

WPO (Perth) Sales Manager, **Gunther Jank**, has an aspiring and talented artist in the family. Daughter **Michelle** (II) is receiving press attention for her first-prize award in an anti-smoking art competition run by the Australia Council on Smoking and Health.

Michelle's design for the "Cough Up An Ad" competition, chosen from more than 2500 entries, was a spray-can with cigarettes sprouting from the top. Her entry included a sales blurb for the spray, with comments that the product came with a "Seal of Guarantee" to be highly irritant! The prize was a \$A70 gift voucher from a local variety store. Congratulations Michelle, and good luck in your future endeavours!

## ALIEN MATTER IN SPACE

Beaming 'Robyn' out and 'Robin' in, we apologise to **Robin Walker**, Finance Manager – Accounting and Control. Robin's first name was misspelled in the article on SPACE in the June issue of *Digital*.

## WORDS OF WISDOM

A bore is a fellow who opens his mouth and puts his feet in it.

*Henry Ford*

## CROSSWORD COMPETITION WINNER

Congratulations to BBO FS Engineer, **Brian Keane**, who is the cluey winner of our Crossword Competition (Issue 15). And thank you to all the keen Digits who entered.





## ROGER IS A POWERHOUSE OF ENERGY

(I refer to the) Indonesian Geothermal Model Study Project. Recently I received a customer services evaluation form from Digital which I have duly completed and returned.

However, before the project ends, I also wanted to write and personally advise you of the high esteem in which **Roger Parkinson** has been held by all those associated with the above project. His ability to pick up and understand not only what we were trying to achieve in an overall sense, but also other consultants' technical disciplines; his responsiveness to pressure (and his resulting willingness to work inordinate hours at times); and his undoubted technical proficiency – are qualities that have stood out throughout the project and been a credit to both himself and Digital. In addition, on a personal note, it has been a pleasure to work alongside him.



Finally, a "thank you" to you also for shouldering the administrative burdens. I hope that we will have a chance to be associated with one another again in the future.

**N.H. Barrett**  
Director,  
Coopers & Lybrand Associates Limited  
Addressed to NZO Software Services  
Manager, **John Quirk**.

### Vera Takes on a Difficult Task

A number of employees at ASEA Appliances have just completed four days of

intensive training on Word Processing. The course was conducted by **Vera Hussey**. I would just like to take this opportunity to congratulate your organisation, represented very ably by Vera, on the professional way in which this course was conducted. She had a difficult task in teaching our staff who had no previous experience in this area and she is to be commended.

**Allan Dunn**  
Accountant  
ASEA Appliances  
Addressed to **Robert Benco**, MEO SWS Manager.

### Ron and Tom Save The Day

We would like to record our appreciation for the efforts of your staff and, in particular, **Ron De Bore** and **Tom King** on reconstituting one of our disk packs. An operator error, coupled with a chance dropping of the back-up disk, left us in a very invidious position. Tom King's ability to reconstitute our main disk has been of invaluable assistance and we would ask that our thanks be passed on to him.

**Brett Maingay**  
Milne Maingay & Co.

## LOOKING AHEAD

### September

- 2-4 DECUS South America, Sao Paolo, Brazil; DECUS/Katy Riordan - 244-6561
- 7-11 DECUS Europe, Rome; Nancy Wilga - 296-3336
- 8-11 ACC '87 Australian Computer Conference and Exhibition, Exhibition Buildings, Melbourne
- 8-18 DECworld '87, World Trade Centre, Boston; Dallas Kirk - 276-9038
- 14-18 IRECON '87, Showground, Sydney

### October

- 6-9 IRECON '87 Exhibition, Adelaide Convention Centre, Adelaide
- 6-9 TEAMEX '87 (Presentation & Communications Expo), World Trade Centre, Melbourne
- TBA Office Expo, National Exhibition Centre, Canberra

- 26-28 Corporate Electronic Publishing Systems (CEPS), World Trade Centre, Boston; John Rigoli - 264-0397
- 28-30 Educational Computing, Los Angeles Hilton, Los Angeles; ECS/Mary Briles - 297-2279

- 28-30 AI Expert Systems Conference, World Trade Centre, Melbourne
- 27-2\*\* XXII International Congress on Occupational Health

### November

- TBA 2nd Australian Artificial Intelligence Congress, venue to be advised, Melbourne
- TBA INFOTEX '87, National Exhibition Centre, Canberra
- 4-7 Computer Expo '87, Mayfair Crest Hotel, Brisbane
- 10-12 Fall DECUS, Sheraton Bokboro, Ma.; DECUS/Bette Blum - 273-3310

### December

- 7-11 Fall DECUS, Anaheim Convention Center, Anaheim, Ca.; DECUS/Nancy Wilga - 296-3336
- 15-17 Advanced Manufacturing Systems Exposition and Conference (AMS West '87) Anaheim Convention Center, Anaheim, Ca.; CIM

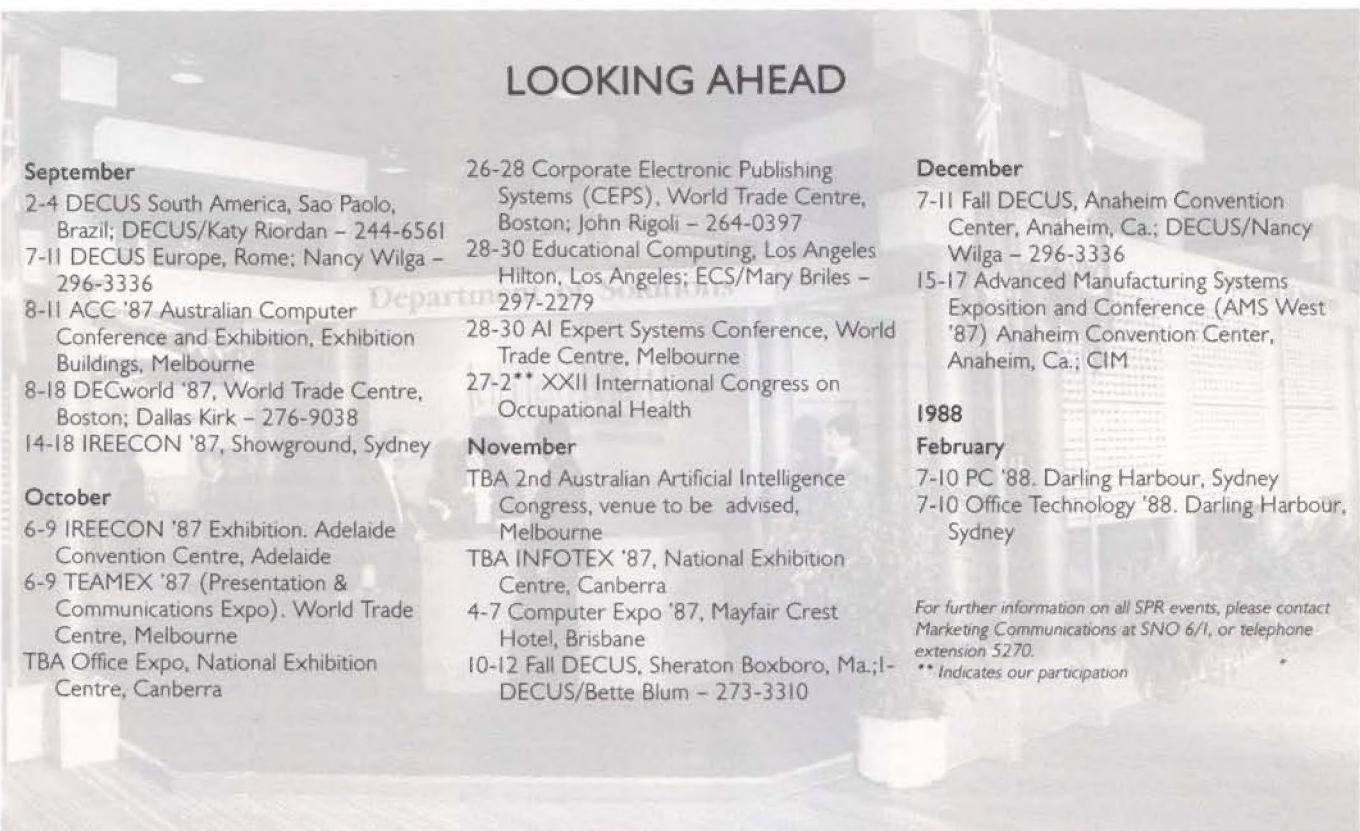
### 1988

#### February

- 7-10 PC '88, Darling Harbour, Sydney
- 7-10 Office Technology '88, Darling Harbour, Sydney

For further information on all SPR events, please contact Marketing Communications at SNO 6/1, or telephone extension 5270.

\*\* Indicates our participation





## CHRIS VENTURES INTO NEW POSITION

Chris Fink has recently taken up the newly-created SPRMC (South Pacific Region Management Committee) position of Manager of New Ventures.

The initial focus of this position will be on External Projects, aimed at creating exports for SPR. Chris' background in Systems Engineering, Software Services (SWS), and Computer Special Systems (CSS), coupled to his track record of "getting things done" are ideal for the challenge of this assignment.

**Jeff Wake** replaces Chris as Manager of Computer Special Systems. Jeff brings to the role his background in Engineering and Product Marketing and his excellent track record as PSG's Manager followed by VAX System Product Manager.

Congratulations to both Chris and Jeff on your new appointments.

## New National Peripherals Marketing Manager

Welcome to **Michael Slack**, who has been appointed National Peripherals Marketing Manager.

Prior to joining us, Michael spent three years concentrating on peripherals as the Victorian State Sales Manager for System Industries.

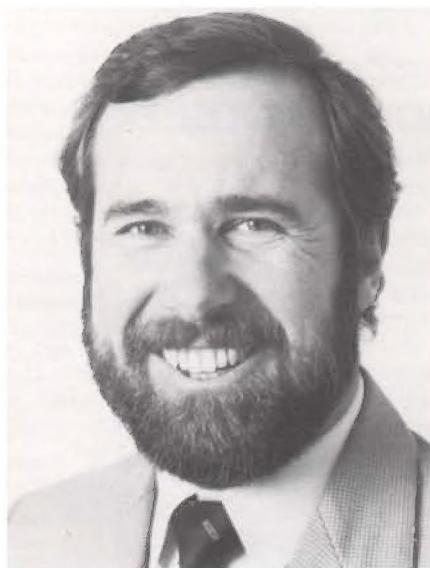
## New Network Consultant

We also welcome **Andrew Wilson**, who has joined us in the role of Network Consultant. The charter of the position is to concentrate on connectivity between our computer systems and those of IBM.

Andrew was formerly with Wang as a Research and Development Consultant for IBM Systems Network Architecture products. Congratulations to Michael and Andrew on your new appointments.



MANAGER OF NEW VENTURES, Chris Fink.



THE NEW MANAGER of CSS, Jeff Wake.



MICHAEL SLACK, our new National Peripherals Marketing Manager.



NETWORK CONSULTANT, Andrew Wilson.

# Welcome Aboard

### June

**Brian Pundyke**, SWS Specialist IV, WEO  
**Tony Allen**, Engineer III, SND  
**Wei Chiang**, Engineer III, SND  
**Janace Melvin**, Material Planning Manager, SNL  
**Dianne Dew**, Secretary II, SNM  
**Tk Gopalakrishnan**, SWS Specialist IV, WEO



**Betty Chan**, Senior Analyst/Programmer, SNO  
**Karen Bowdler**, Customer Response Representative, NZO  
**Mary Treadwell**, Secretary II, SNM  
**Henry Gillard**, SWS Specialist III, SNH  
**Geoffrey Hope**, Senior Programmer, MEO  
**John Paterson**, SWS Specialist IV, ADO  
**Sharman Mack**, Secretary II, SNO  
**Kerry Robinson**, FS Engineer III, SNS  
**Oliver Dimitrovski**, Engineer II, SNA  
**Robin Hamilton**, SWS Manager III, SNO  
**Joe Wallace**, NZ MIS Manager, NZO  
**Robert McNeill**, Branch Logistics Assistant, ADO  
**Graeme McDonald**, FS Engineer I, NZO

**Lac Trinh**, Engineer II, SNA  
**David Reinhold**, FS Engineer I, BBO  
**Peter Van Roekel**, Product Manager II, SNA  
**Dawn Forster**, Order Administration Specialist, SNL  
**Lisa Donnelly**, Clerk II, SNO  
**John Blankenship**, Stockkeeper, SNL  
**Sharon Honey**, Secretary III, SNO  
**Marina Senese**, Contracts Administrator, MEO  
**Andrew Hodges**, FS Engineer I, DAO  
**James Hellewell**, SWS Specialist IV, SNH  
**Os Ahmed**, FS Engineer I, NZO  
**Allan Carey**, FS Engineer II, SNS  
**Malcolm Bruce**, SWS Specialist III, CAO  
**Gary Beckett**, Inventory Control Planner II, NZO  
**Lindsay Gale**, FS Sales Support Representative, MEO  
**Babette Ferguson**, Secretary II, WGO  
**Lesley Crook**, Assistant Accountant, NZO  
**Karleen Laing**, Sales Secretary II, NZO



## NZO SWS PUTS ENERGY INTO INDONESIA

Indonesia is a highly volcanic country, which means there is considerable potential to exploit the earth's internal heat for use as a energy resource.

This resource is known as geothermal power, and the Indonesian government is now planning to replace many of its expensive coal and oil fuelled stations with geothermal power stations. There are hundreds of prospective sites where these power stations could be built.

For the last eight months, Auckland (NZO) Senior Software Specialist, **Roger Parkinson**, has been constructing a computer model to predict the best location to site these stations.

The model, which runs on a VAX-11/780 system, has been provided as a foreign aid

project to the Indonesian government by the New Zealand government.

### Complex Analysis

Using mathematical models to simulate real-life processes, the model does complex analysis on factors such as location, power



*NZO SOFTWARE Specialist, Roger Parkinson.*

station technologies available, economic and financial considerations.

It answers such questions as:

- Should a station be built in Java?
- What type of station should it be?
- How should the construction be financed?
- Will the electricity be cheap enough for the people to afford?

Knowledge from experts in widely different areas has been integrated into the final model, including geothermal experts, Worley consulting engineers and Coopers & Lybrand tax and economics consultants.

Coopers & Lybrand acted as a prime vendor for the production of the model and sub-contracted most of the software development from our NZO Software Services group.

Roger's hard work and ingenuity has been applauded by all involved in the project, as shown in the 'Letters' section of this issue. The model is now proving so successful that it will be given to the World Bank for use in other appropriate countries. Congratulations to Roger, and to all in NZO Software Services, for a tremendous achievement.

## NEW FS LOGISTICS SYSTEMS FOR NEW ZEALAND

The right part in the right place at the right time – that is what FS Logistics is all about. And now, FS Logistics in New Zealand has been placed on the same high ground as Australia, in terms of logistics system functionality.

In April this year, a suite of systems, known as FLS (Field Logistics Systems), were installed in Field Service branches throughout New Zealand. The event was a milestone in SPR logistics, as it marked the first time in Digital's history that all logistics systems had been installed at the one time.

FLS is designed to enable the proper control and tracking of inventory as well as providing tools for the planning of inventory levels and movements. It represents state-of-the-art technology that forecasts the highs and lows of parts consumption and automatically checks availability and generates recommended orders.

NZ Logistics Manager, **Wayne Bennett**, says, "In the short term we have improved our controls and process disciplines in virtually all routine logistics functions. In the medium term, FLS will enable us to further enhance our level of service to customers while ensuring that our inventory moves closer to its optimum level."

The implementation was certainly a challenge for project leader **Greg Donovan**, Field Service Logistics Operations Manager.

"In New Zealand alone there were twenty-six people directly involved in the project over a two-month period. This included four GIA people and five from Australia and meant effective communication over three countries was essential," says Greg.

### The Four Phases of FLS Implementation

The project was made up of four major facets, beginning with the technical build of the seven major systems which comprise FLS.

"We were building the systems to receive data from a locally developed system. This was a first in GIA and meant some unique challenges. GIA on-site assistance, as well as the work of the Australian team at home, was invaluable," explains FS Information Services' technical expert, **John O'Neill**.

The second facet was the complete redesign of the daily operational flows through the Logistics Support Centre (LSC), which is responsible for the central warehouse, distribution and repair of all parts. The



*FS LOGISTICS OPERATIONS Manager, Greg Donovan – "A team approach was critical to the project's success."*

Computer Aided Design talents of Repair Centre Manager, **Allan Spender** were fully utilised in this area.

Training of the NZ staff was also a critical piece of the implementation that began last November, with key staff visiting the Australian operation. In total, fifteen NZ staff members were trained on seven systems with GIA supporting the program. That's a lot of information to a lot of people!

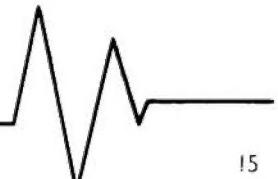
The final aspect was the purchase and implementation of peripheral hardware plus communications facilities to support the systems. Responsible for this aspect was NZ Operations Manager, **Mike Andrews**.

"A benefit of FLS is that it has provided the opportunity to upgrade the LSC workstations with new equipment," says Mike. "With the rapid growth in our business we had the need to upgrade the material planners' ability to speedily and effectively communicate with both US and SPR people. Dedicated terminals using All-In-1 office information software and FLS for each planner enable this."

Greg Donovan observes, "The interdependencies meant a team approach was critical to the project's success. We achieved this with highly proficient people fully committed to clear and common goals."

With the implementation of the new system, there is now a common regional database and the best tools available to FS logistics in SPR.

As Regional Logistics Manager, **Dave Johnson**, says, "The real benefits of FLS will be shown in customer satisfaction. Reliability, flexibility and responsiveness of spare parts delivery will increase, and this will have direct and positive customer impacts."





## OUR CAPTION CONTEST IS BACK!

Every picture tells a story, and for a first prize of \$A100, or one of two runner-up prizes of \$A50, we want you to tell us the story behind this picture.

Snapped at the DECCIRCUS event at this year's Sales Conference, Regional Marketing Services Manager, **Steve Hort** was immortalised on film as he "conversed" with one of the main attractions. Let your imaginations run wild as you dream up some words of wit for the pair.

The top winner and two runner-ups will be selected from all entries received by September 9, 1987.

### CAPTION CONTEST

Please print and return entry to *Digital* SNO 6/I. Entries close September 9, 1987.

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# digital

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All contributions are welcomed. Please send photographs, stories, and suggestions to *Digital*, SNO 6/I.

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